



KEY DOCKET NO.:  
046700-5004-10

Certificate of Mailing (37 C.F.R. § 1.8)

I hereby certify that this paper, and the papers and/or fees referred to herein as transmitted, submitted or enclosed, are being deposited on the date shown below with the U.S. Postal Service with sufficient postage as first-class mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20232.

Date of Deposit:

March 11, 2003

Signature:

Kim R. Jessum

Name:

Kim R. Jessum

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OFFICE OF PETITIONS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Marc ALAIA et al.

Application No.: 09/832,437

Filed: April 11, 2001

For: METHOD AND SYSTEM FOR  
CONTROLLING AN ELECTRONIC  
AUCTION DURING THE TRANSITION  
TO A CLOSED STATE

Group Art Unit: 2154

Examiner: Unassigned

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Technology Center 2100

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

TRANSMITTAL LETTER

Enclosed please find the following documents in connection with the above-referenced application to be filed with your office:

1. Petition Under 37 C.F.R. § 1.59(B) To Expunge Information Unintentionally Submitted in an Application.
2. Substitute document.
3. Self-addressed stamped return postcard.

Respectfully submitted,

MORGAN, LEWIS & BOCKIUS,

Date: March 11, 2003

By: Kim R. Jessum

Kim R. Jessum

Reg. No.: 43,694

Customer No.: 028977  
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DAE

PATENT  
Attorney Docket No. 046700-5004-10

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#112  
5-7-03  
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**OFFICE OF PETITIONS**

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Examiner: Unassigned

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**PETITION UNDER 37 C.F.R. § 1.59(b) TO EXPUNGE INFORMATION  
UNINTENTIONALLY SUBMITTED IN AN APPLICATION**

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Assistant Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Dear Sir:

In accordance with 37 C.F.R. § 1.59(b), Applicants respectfully request that the document, which has a cover sheet entitled, "SHOPPERSUNIVERSE ARTICLE (8/27/96)" and attachment labeled "OUTSIDE COUNSEL EYES ONLY, PURSUANT TO PROTECTIVE ORDER," submitted with the Supplemental Information Disclosure Statement filed on February 26, 2003 for the above-referenced application be expunged and returned because it was unintentionally submitted. Applicants enclose a substitute document entitled "Shoppers Universe" which was originally intended to be submitted with the Information Disclosure Statement.

The document submitted was unintentionally submitted and the failure to obtain its return would cause irreparable harm to the Applicants.

The document has not otherwise been made public and is, in fact, proprietary material and subject to a protective order.

Applicants commit to retain the unintentionally submitted document for the period of any patent with regard to which such document was submitted.

Applicants submit that information contained in the document, which is requested to be returned, is not material information under 37 C.F.R. § 1.56.

In accordance with 37 C.F.R. § 1.17(h), the petition fee of \$130.00 is being simultaneously submitted herewith.

**EXCEPT** for issue fees payable under 37 C.F.R. § 1.18, the Commissioner is hereby authorized by this paper to charge any additional fees which may be required for this petition, including any required extension of time fees, or credit any overpayment to Deposit Account No. 50-0310.

Respectfully submitted,

March 11, 2003  
Date

By: Kim R. Jessum  
Kim R. Jessum  
Reg. No. 43,694

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SHOPPERSUNIVERSE: ShoppersUniverse brings bidding to the Internet with the first ever on-line auction room

08/27/1996  
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M2 PRESSWIRE-27 August 1996-SHOPPERSUNIVERSE: ShoppersUniverse brings bidding to the Internet with the first ever on-line auction room (C)1994-96 M2 COMMUNICATIONS LTD

RDAT:220699

\* <http://shoppersuniverse.com>

ShoppersUniverse, the on-line shopping mall created by Great Universal Stores, has launched a new on-line Auction Room. Any customer using the new Microsoft Internet Explorer 3.0 will be able to explore the Auction Room and bid for a whole range of high quality products. A Gateway 2000 computer and copies of the Microsoft Office will be up for bids during the first week, with all profits resulting from the auction being donated to charity including the NSPCC and the Macmillan Appeal.

The Auction Room can be accessed via the ShoppersUniverse Shopping Centre. Once inside, the screen is split in two. A scrolling list of all bids and who has placed them appears on the left of the screen and a secure input form appears on the right. Bidders enter the amount they wish to pledge for an item, plus their personal details, into the secure input form which is transmitted direct to ShoppersUniverse HQ. The new bid is added to the scrolling list within 15 seconds and the auction continues until no more bids are forthcoming. Auction start and finish times are at random, allowing global participation.

\* New Developments For Summer ShoppersUniverse has already clocked up over 500,000 hits within its first two months of trading and is continually extending and updating its offering. A new clothing store, Denim Depot, opened recently in ShoppersUniverse. It carries a range of stylish jeans and casual wear for both men and women from top brand names such as Pepe, Wranglers and Lee, Kickers and Soviet.

Toy Town now boasts an extra 300 play things including Barbie, Action Man, Lego and Fisher Price. There's an extended range of computer software from Software Station, and a host of new glassware, collectables and figurines join the Gift Box offering.

The ShoppersUniverse experience has been further enhanced by animated gifs which now appear on menus in each of the sites stores, including a leaping whale in Video Vault and a moving steam train in Toy Town.

\* CompuServe Links Customers To ShoppersUniverse Via PC Sports Internet explorers can now access ShoppersUniverse, the new on-line shopping mall created by Great Universal Stores, via a direct hyper-link from CompuServe's UK Shopping Centre.

The new initiative currently allows CompuServe members direct access to the ShoppersUniverse site and the innovative world of 'virtual' shopping. Browsers simply click onto the PC Sports icon and are hot-linked directly to the ShoppersUniverse site.

\* European Community Initiative Great Universal Stores is also participating in Teleshoppe, a three year, GBP 3.5m (4.5m ECU), European Community project to develop advanced on-line interactive shopping services and technologies for the European

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market. Working with the University of Edinburgh and other European partners, GUS will develop and trial a Pan European, multimedia, multilingual, multicurrency (including Euros), virtual reality, voice recognition on-line interactive shopping service. Leading edge technology such as 'Talking Heads', 'Intelligent Agents', 'Digitised Mannequins' and digital cash will be trialed. Teleshoppe will be tested through narrowband networks via a personal computer and through broadband networks via Interactive TV in different European countries.

\* Notes ShoppersUniverse is easily accessible and allows customers to browse merchandise electronically and select goods which are placed in a 'virtual' shopping bag. The site offers secure financial transactions and goods are delivered within five days. The site is continually extending and updating its offer, but already boasts more than 4,000 lines of merchandise, from a host of big name high street outlets including, Burberry's, Interflora, and PC Sports.

ShoppersUniverse is powered by Microsoft BackOffice taking full advantage of IIS, SQL Server and the power of Microsoft NT. ShoppersUniverse is best viewed with Microsoft Internet Explorer 3.0.

Great Universal Stores is the largest home shopping retailer in the UK, and a number of European countries, through its various catalogue operations such as Kays, Great Universal and Choice. It also owns White Arrow Express, the country's

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